

Message Text

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PAGE 01 TAIPEI 05442 060537Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----109482 060544Z /14

R 060434Z SEP 77
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO AMEMBASSY TOKYO
AMEMBASSY SINGAPORE
SECSTATE WASHDC 4885

UNCLAS TAIPEI 5442

FOR TOKYO TCD

SINGAPORE TCD

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: CLOSE-OF-EXHIBITION REPORT: MULTI-FIRM BSP -
GENERAL INDUSTRIAL EQUIPMENT EXHIBITION, AUGUST
29-31, 1977

1. EXHIBITION CONSISTED OF FIVE LOCAL AGENTS REPRESENTING
U.S. MANUFACTURERS OF PRECISION BALANCES AND WEIGHTS,
PIPE CUTTING AND THREADING MACHINERY AND TOOLS, SPRAY
FINISHING AND COATING SYSTEMS, HOT MELT GUNS, HYDRAULIC
VALVES, MANIFOLDS AND POWER UNITS, WIPING MACHINES, POWER
STEERING GEARS, AND INDUSTRIAL GANGES.

2. SALES:	\$1,202,500
(A) ACTUAL DURING EVENT:	\$32,500
(1) NTM:	\$25,000
(2) OTM	\$7,500
(B) PROJECTED NEXT 1 MNTY:	\$1,170,000
(1) NTM	\$160,000
(2) OTM	\$1,010,000

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(C) LEADS OBTAINED: 535 (NTM-200; OTM-335)

3. REGISTERED VISITORS: 316 (350 HAND COUNT)

4. TOTAL EXHIBITORS: 12 (NTM-2; OTM-10)

5. PRIMARY PARTICIPATION OBJECTIVE:

(A) FULLY ACHIEVED	12
(B) PARTIALLY ACHIEVED	0
(C) FAILED TO ACHIEVE	0

6. U.S. EXHIBITORS WITH REP ATTENDING FROM U.S.: 1

7. NARRATIVE:

THE RESULTS OF THIS MF/BSP ARE A CLEAR INDICATION OF THE DEGREE TO WHICH SMALL AND MEDIUM-SIZED FIRMS DEPEND ON THE TC TO HELP PROMOTE THEIR PRODUCTS IN THE ROC. OF THE TWELVE PARTICIPATING U.S. FIRMS, SEVEN HAD ANNUAL SALES OF LESS THAN \$1 MILLION, FIVE WERE IN THE \$1 MILLION TO \$50 MILLION RANGE, AND NONE REPORTED ANNUAL SALES ABOVE \$50 MILLION. ALL PARTICIPANTS INDICATED THAT THEY HAD ACHIEVED THEIR PRIMARY OBJECTIVES.

CONGRESSMAN ROBERT F. DRINAN, ACCOMPANIED BY THREE STAFF MEMBERS OF THE COMMERCE, CONSUMER, AND MONETARY AFFAIRS SUBCOMMITTEE OF THE HOUSE GOVERNMENT OPERATIONS COMMITTEE, ATTENDED THE BUSINESSMEN'S RECEPTION ON MONDAY NIGHT WHICH OFFICIALLY OPENED THE EXHIBITION. HE DISCUSSED THE TC'S EFFECTIVENESS WITH BOTH VISITING AND LOCAL AMERICAN BUSINESSMEN AND LOCAL REPRESENTATIVES. REP. DRINAN STATED QUOTE MANY OF THE UNFAVORABLE REFERECES TO TC'S CONTAINED IN THE REPORT (JOINT STATE/COMMERCE) OBVIOUSLY DO NOT UNCLASSIFIED

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APPLY IN TAIWAN AND POSSIBLY OTHER AREAS. THIS WILL BE REFLECTED IN THE SUB-COMMITTEE'S REPORT UNQUOTE.
SULLIVAN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Sent Date: 06-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Review Exemptions: n/a
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